

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

TRAFAVGAR 9-2343

january							july						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
2	3	4	5	6	7	1/8	3	4	5	6	7	8	9
9	10	11	12	13	14	15	10	11	12	13	14	15	16
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WEEK OF february							august						
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march							september						
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april							october						
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may							november						
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june							december						
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january							march						
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february							april						
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8 EAST 77th STREET
NEW YORK 21, N.Y.

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2/7/55

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 4, 1955</u>			
Friday Feb. 4 6:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS <u>Feb. 4:</u> Don Marshall. Contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE

WEEK BEGINNING MONDAY, FEBRUARY 7, 1955

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

MONDAY, FEBRUARY 7

Herbert Sondheim . . .	10:30 A.M.	530 7TH, LA. 4-7540
Paul Parnes Corp. . .	2:30 P.M.	498 7TH, CH. 4-4600
Ben Barrack, Inc. . .	Continuous daily	498 7TH, LO. 4-3923

TUESDAY, FEBRUARY 8

Ben Reig, Inc. . . .	10:00 A.M., Tues., Wed., Thurs.	498 7TH, CH. 4-1542
A. Goodman & Co. . .	10:30 A.M. & 1:30 P.M.	530 7TH, WI. 7-4077
Jack Horwitz Assoc. .	10:30 A.M. & 3:00 P.M.	498 7TH, LO. 4-1860
Talmack, Inc. . . .	1:00 P.M.	530 7TH, BR. 9-1195
Grabois	1:15 P.M.	498 7TH, CH. 4-2767
International Dress. .	2:00 P.M.; Thereafter 10:30 & 2:00 . .	1400 Bway, LA. 4-7100
Larry L. Aldrich Co. .	2:30 P.M.	530 7TH, CH. 4-1872
David Levine Co. . .	2:30 P.M.	530 7TH, LA. 4-0237
Samuel Winston, Inc. .	4:00 P.M.	530 7TH, CH. 4-2617

WEDNESDAY, FEBRUARY 9

William Fox, Inc. . .	1:00 P.M.	530 7TH, OX. 5-4070
Harvey Berin, Ltd. . .	1:00 P.M. & 4:00 P.M.	530 7TH, PE. 6-0206
Rudolf Gowns	1:15 P.M.	530 7TH, WI. 7-6865
Frank Starr, Inc. . .	1:15 P.M.	530 7TH, LA. 4-7690
Martin Simon, Inc. . .	Continuous daily	498 7TH, LA. 4-2877

THURSDAY, FEBRUARY 10

Hannah Troy	1:00 P.M.	530 7TH, LO. 3-0988
Nat Kaplan, Inc. . . .	1:15 P.M.; Thereafter 10:30; 1:15; 4:00 . .	498 7TH, LO. 5-4115
Ed Gerrick, Inc. . . .	2:30 P.M.	550 7TH, LO. 4-1820

Contact: Leonard W. Gandler, FOGA Exec. Secy., 1440 Broadway, CH. 4-6945.

Beginning Monday Feb. 7 10:30 A.M.	OPENING OF SUMMER COLLECTION Presentation of the Leonard Arkin Summer collection at 10:30 A.M. daily; Andrew Arkin at 11:30 A.M. Contact: WI. 7-5324.	LEONARD ARKIN & SON, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
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Monday Feb. 7 11:00 A.M.- 5:00 P.M.	PREVIEW OF CANTON- NEW YORK EXHIBITION "Thank God for Tea!"--exhibition of merchandise traded between Canton and New York from 1785 to 1860. Members preview from 8:30-10:30 P.M. Open to public Feb. 8-April 15. Publicity: Gertrude McAllister, NE. 8-5000.	THE BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN
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DATEWHAT'S GOING ONGIVEN BYWHERE

OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.
(Formerly THE SPORTSWEAR GUILD)

MONDAY, FEBRUARY 7

Star-Maid Dresses, Inc. . . 10:30 A.M. (Continuous thereafter) . 498 7TH, PE. 6-0444

TUESDAY, FEBRUARY 8

Adler & Adler, Inc. . . . 10:30 A.M. 550 7TH, BR. 9-9600

Kane-Weill. 10:30 A.M. 498 7TH, LO. 5-3041

Sport-Craft, Inc. 2:30 P.M. (Thereafter 10:30 & 2:30) . 550 7TH, LA. 4-9724

WEDNESDAY, FEBRUARY 9

Davidow 10:30 A.M. 550 7TH, PE. 6-6909

David M. Goodstein, Inc. . 10:30 A.M. 550 7TH, LA. 4-2577

THURSDAY, FEBRUARY 10

Zoltan Rosenberg Co. . . 2:30 P.M. 550 7TH, LA. 4-6691

Contact individual manufacturers.

Beginning OPENING OF VARDEN PETITE 530 SEVENTH AVENUE
 Monday SUMMER COLLECTION SHOWROOM - 8TH FLOOR
 Feb. 7 Showing of the Varden Petite Summer collection at 2:30 P.M. daily.
 2:30 P.M. Contact: Agatha Phillips, PE. 6-5460.

Monday PREVIEW OF J. R. McMULLEN CO. 530 SEVENTH AVENUE
 Feb. 7 SUMMER COLLECTION SHOWROOM - 28TH FL.
 2:30 P.M. J. R. McMullen Co. will present their Summer collection at 2:30 P.M.
 daily. By invitation. Publicity: The Miles, 58 W. 40th St., LO. 4-5150.

Beginning OPENING OF PAUL PARNES CORP. 498 SEVENTH AVENUE
 Monday SUMMER COLLECTION SHOWROOM - 10TH FL.
 Feb. 7 Paul Parnes will present their Summer collection designed by Beni Claire.
 2:30 P.M. By invitation. Publicity: Grace de Mun, 927 Fifth Ave., RE. 7-4206.

Monday PRESS PREVIEW: SUSAN BRAUN HYDE PARK HOTEL
 Feb. 7 "ART--AS YOU LIKE IT" 25 E. 77 (RM. 1016)
 4:00 P.M.- Susan Braun will introduce a new national home furnishings decorative art
 7:00 P.M. service for consumers. By invitation. Publicity: Eileen Milling,
 550 Fifth Ave., CI. 5-6521.

Monday OPENING OF "REEL POISE" BESTLYNE 1410 BROADWAY
 Feb. 7 BEACHWEAR FASHIONS SHOWROOM - 19TH FL.
 Bestlyne will show their Summer collection of "Reel Poise" bathing suits
 and beachwear, designed by Jean Novick. Continuous daily showings and by
 appointment. Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU.7-8654.

Beginning SHOWING OF COTTON JEANNETTE ALEXANDER; ELLEN LOCKWOOD
 Monday DRESSES AND SEPARATES MARJAE, INC. 1410 B'WAY - 19 FL.
 Feb. 7 Cotton dresses by Jeannette Alexander of Los Angeles; cotton dresses and
 separates by Marjae of Miami. Contact: Ellen Lockwood, WI. 7-6122.

Monday SHOWING OF HERBIRT MEYER, INC. 1441 BROADWAY
 Feb. 7 TRANSITION FABRICS SHOWROOM - 12TH FL.
 Herbert Meyer's imports and domestics, featuring textured cotton fabrics
 and blends of cotton and silk; cotton and wool. Showings by appointment
 only. Contact: LO. 5-2866.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 7	OPENING OF SUMMER COLLECTION Summer collection of separates and skirts, designed by Jean Mersel, at continuous daily showings. Contact: PE. 6-2515.	LEYTON SPORTSWEAR	1384 BROADWAY SHOWROOM - 16TH FLOOR <i>Ellen Falk</i>
Monday Feb. 7	SHOWING OF SUMMER JUNIOR DRESSES Natlynn will present their Spring and Summer collection of junior dresses in their new showroom. Publicity: Gerry Gottlieb, LO. 3-5372.	NATLYNN JRS.	1400 BROADWAY SHOWROOM - 9TH FLOOR
Monday Feb. 7- Feb. 18	OPENING OF SUMMER COLLECTION Minx Modes will present their Summer collection. Daily showings by appointment only. Publicity: The Miles, 58 W. 40th St., LO. 4-5150.	MINX MODES	HOTEL NEW YORKER SUITE 2431
Tuesday Feb. 8 8:15 A.M. Breakfast	SHOWING & DISCUSSION OF NEW NOTIONS "Breakfast on a Notion Liner"--showing of 1955 notions by Kleinert's. Host: Egil E. Krough, president, Sibley, Lindsay & Curr, Rochester. Staged by Lester Gaba. By invitation. Publ.: Virginia MacAuley, MU.2-8891.	KLEINERT'S	HOTEL SHERATON ASTOR GRAND BALLROOM
Tuesday Feb. 8 9:00 A.M. Coffee	PREVIEW OF SUMMER COLLECTION Maria Krum will present her Summer collection. By invitation. Continuous daily trade showings. Contact: Dick Collin, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
Tuesday Feb. 8- Feb. 10 9:30 A.M.	OPENING OF SUMMER COLLECTION Lanz Originals will show their Summer collection of junior dresses and separates at 9:30 A.M., Feb. 8, 9, 10. Contact: Audrey Waymouth, OX.5-3150.	LANZ ORIGINALS	1407 BROADWAY ROOM 2603
Tuesday Feb. 8 10:00 A.M.	OPENING OF SUMMER COLLECTION The Adele Simpson Summer collection at 10:00 A.M. on Tuesday, Wednesday and Thursday. By invitation only. Contact: Nancy Hambly, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FL.
Beginning Tuesday Feb. 8 10:30 A.M.	OPENING OF SUMMER COLLECTION <i>for a week</i> Sam Friedlander will present the Summer collection of "Separables", cocktail and evening fashions at 10:30 A.M. daily. Contact: PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Feb. 8 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION B. H. Wragge will present the Summer collection to the press. <u>Trade</u> <u>showings at 10:30 A.M. on Feb. 9, 10, 14, 15, 17.</u> By invitation only. Contact: Marian C. Mitchell, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
Tuesday Feb. 8 12:00 Noon Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY Press showing of Tatiana du Plessix' Spring custom millinery. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Tuesday Feb. 8 12:00 Noon	OPENING OF SUMMER COLLECTION Mollie Parnis' collection at 12:00 noon daily. Contact: BR. 9-5014.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 8 12:00 Noon Luncheon	PREVIEW OF SUMMER COLLECTION Janice Milan & Pezzuto will present their Summer collection, designed by Mr. Norman. By reservation. Continuous daily trade showings thereafter. Contact: Alice Schneider, LO. 4-7940.	JANICE MILAN & PEZZUTO, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 8 1:00 P.M.	OPENING OF SUMMER COLLECTION Showings at 1:00 P.M. daily. Contact: Bill Laird, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 8 1:00 P.M.	OPENING OF SUMMER COLLECTION Showings at 1:00 P.M. daily. Contact: CH. 4-2659.	ELFREDA, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 8 2:30 P.M.	OPENING OF SUMMER COLLECTION Daily showings at 2:30 P.M. By appointment. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Feb. 8 2:30 P.M.	OPENING: SUMMER DRESS COLLECTION Showing of David Levine's Summer dresses at 2:30 P.M. daily. Contact: LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday Feb. 8 2:30 P.M.	OPENING OF SUMMER COLLECTION "Cotton Bouquet"--presentation of the Jerry Parnis Summer collection at 2:30 P.M. daily. Contact: CH. 4-0619. Publ.: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 8 3:00 P.M.	PRESS PREVIEW OF "COTY 24" The press will be invited to a preview of "Coty 24". By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	730 FIFTH AVENUE 4TH FLOOR
Tuesday Feb. 8 3:30 P.M. Cocktails 4:15 P.M. Show	SWISS FABRIC FASHION SHOW Leading American designers and manufacturers will present Spring and Summer fashions made from Swiss fabrics. Included will be daytime, cocktail, evening clothes, sportswear, blouses, lingerie, children's wear and bridal gowns. By invitation only. Contact: William P. Flanders, Swiss Fabric Group, 110 E. 42nd St., OX. 7-0022.	COTTON INDUSTRIES OF SWITZERLAND	HOTEL PIERRE BALLROOM
Tuesday Feb. 8 4:00 P.M.	SUMMER DRESS COLLECTION BY KASPER Arnold & Fox will present their Summer dress collection, designed by Kasper, at 4:00 P.M. daily. Contact: CH. 4-3914.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Tuesday Feb. 8 4:00 P.M.	OPENING OF SUMMER COLLECTION Harmay will present their Summer collection of dresses, suits and costumes. Daily showings thereafter at 4:00 P.M.; by reservation only. Publicity: Pauline Greene, 10 E. 39th St., MU. 3-1150.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Feb. 8 4:30 P.M.	PARIS MILLINERY ORIGINALS & COPIES Showing of millinery originals from Paris and interpretations by G. Howard Hodge. By invitation only. Contact: LO. 4-0430.	G. HOWARD HODGE	1 WEST 39TH STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Feb. 8	COCKTAIL & FORMAL FASHIONS BY TED SHORE Will Steinman presents Spring and Summer dance dresses, styled by Ted Shore, for juniors and misses, featuring a special group of "Nylebrode" in evening wear. Previews by appointment only. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday Feb. 8	OPENING OF SUMMER COLLECTION Continuous daily showings. Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Wednesday Feb. 9 9:00 A.M.; 3:30 P.M.	PREVIEW OF SUMMER FASHIONS "Charm" Magazine previews Summer fashions for women who work from its May-June "Two Weeks With Pay" issues; featuring a promotion and display blue-print. May merchandise on display beginning Feb. 9; June merchandise, beginning March 2. Contact: "Charm" Promotion Department, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 18TH FLOOR
Wednesday Feb. 9 9:15 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES The Allied Kid Company's Fall-Winter 1955 collection will be previewed: <u>Feb. 9 at 9:15 A.M.</u> --Fashion Press and Shoe Stylists; <u>Feb. 9 at 3:30 P.M.</u> --Buying Office Fashion Coordinators, Fashion Publicists, Department Store Fashion Coordinators; <u>Feb. 10 at 9:15 A.M.</u> --Fabric, Hosiery and Accessory Stylists. By invitation. Contact: Dorothy Campbell, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday Feb. 9 9:30 A.M. Breakfast	PREVIEW OF SUMMER SPORTSWEAR COLLECTION Preview of Greta Plattry's Summer collection of sportswear, dresses, separates and beach clothes. By invitation only. Continuous daily showings thereafter. Publicity: Margaret Hodge, BR. 9-2643.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Feb. 9 9:30 A.M.& 2:00 P.M.	OPENING OF 1955 BLANKET COLLECTION St. Marys will present new colors, new weaves and styles in blankets. <u>Press--9:30 A.M.-11:00 A.M. (Breakfast); Buyers and buying offices--2:00 P.M. (Cocktails).</u> By invitation only. Contact: Mr. R.C. French at St. Marys, MU. 4-3046. Publicity: Florence Brobeck, MU. 8-8197.	ST. MARYS WOOLEN MFG. CO.	200 MADISON AVENUE SHOWROOM - 2ND FLOOR
Wednesday Feb. 9 12:00 Noon Luncheon	EXHIBITION: MAN-MADE FIBERS AND FABRICS M.C.: Miss Duncan MacDonald, TV consultant. Speaker: Howard Ketcham, on "Improved Eye Appeal--Fabric Values." Co-Chmn.: Louise Nickerson and Isabelle Shaver. Price: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44TH ST.)	HOTEL ROOSEVELT BALLROOM
Wednesday Feb. 9 12:30 P.M. Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Hannah Troy will present her Summer collection to the press. Showing at 1:00 P.M. By invitation only. <u>Trade showings, beginning Thurs., Feb. 10, at 1:00 P.M. daily.</u> Publicity: Gladys Steiner, Lester Harrison, MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday Feb. 9 12:30 P.M. Luncheon	"FASHIONS FOR 'ROUND THE CLOCK" - LUNCHEON SHOW Coordinated fashions at luncheon. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	MANUFACTURERS & DESIGNERS	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 9 12:30 P.M. Luncheon	COATS AND SUITS BY DAN MILLSTEIN	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Arnold Constable will present Spring coats and suits by Dan Millstein during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publ.: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday Feb. 9 1:00 P.M. & 4:00 P.M.	SHOWING OF JUNIOR SUMMER COLLECTION	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Summer collection of junior daytime and cocktail fashions at 1:00 and 4:00 P.M. daily. Contact: Ellen Rowsell, LO. 4-0462.		
Beginning Wednesday Feb. 9 1:15 P.M.	OPENING OF SUMMER COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FL.
	Oleg Cassini's Summer collection will be presented at 1:15 P.M. daily. Contact: Dorothy Lambert, at Oleg Cassini, BR. 9-5986.		
Wednesday Feb. 9 2:30 P.M.	PRESS PREVIEW: SUMMER COLLECTION BY BRIGANCE	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Sportsmaker will present a press preview of bathing suits, beachwear, playclothes, separates, and dresses for Summer, designed by Brigance. By invitation only. <u>Trade showings daily thereafter at 2:30 P.M.</u> Contact: Julie Isles at Sportsmaker, LO. 3-1534.		
Beginning Wednesday Feb. 9 2:30 P.M.	SUMMER COLLECTION BY CEIL CHAPMAN	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showing of Ceil Chapman's Summer collection at 2:30 P.M. daily. Publicity: Alto Schifrine, LA. 4-5800.		
Wednesday Feb. 9 4:00 P.M.	PREVIEW: SPRING & SUMMER COLLECTION	ELEANORA GARNETT	47 EAST 51ST STREET SALON
	Mme. Garnett will present her Spring and Summer collection to the press, including millinery. By invitation. Publ.: Elizabeth Maher, EL. 5-4248.		
Wednesday Feb. 9 4:30 P.M.- 7:00 P.M.	PREVIEW: SILKS FROM SEVEN COUNTRIES	CENTRAL RAW SILK ASS'N OF JAPAN	JAPAN TRADE CENTER 393 FIFTH AVENUE
	The Central Raw Silk Ass'n of Japan, in cooperation with the International Silk Association (U.S.A.) and the Japan Trade Center will present fabrics and fashions from leading American designers and "imperial" kimonos, flown from Japan. By invitation only. Exhibition open 10:00 A.M.-5:30 P.M., Feb. 10-Feb. 24. Contact: Elliseva Sayres, 727 Park Ave., TR. 9-9398.		
Beginning Wednesday Feb. 9	OPENING OF SUMMER DRESS COLLECTION	ESTHER REIFER, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Summer dress collection at continuous daily showings. Contact: LA. 4-5111.		
Thursday Feb. 10 10:30 A.M.	PRESS PREVIEW OF SUMMER COLLECTION	TINA LESER, INC.	23 WEST 57TH STREET SHOWROOM - 3RD FLOOR
	Daily trade showings thereafter at 10:30 A.M. and 2:30 P.M. Contact: EL. 5-5540. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday Feb. 10 10:30 A.M.-	SHOWING OF FOUNDATIONS FOR SPRING INTO SUMMER	SARONG, INC.	200 MADISON AVENUE SHOWROOM - 11TH FLOOR
	Private press showing of new Sarong girdles. By invitation only. Contact: Ruth LeBron, CO. 5-2772.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Feb. 10 11:00 A.M.	PRESS PREVIEW: SPRING CUSTOM MILLINERY "The Magic Touch"--Martin Belasco's Spring collection of custom millinery. By invitation only. Publicity: Jane Negbaur, JU. 6-1000.	JAY THORPE	4TH FLOOR
Thursday Feb. 10 12:00 Noon Luncheon	PREVIEW OF SUMMER DRESS COLLECTION Preview of Dan Keller's Summer dress collection for press and resident buyers. By invitation only. Continuous daily showings thereafter. Publicity: Margaret Hodge, BR. 9-2643.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Feb. 10 12:00 Noon Luncheon	PREVIEW OF NEW COLLECTION Grenelle announces the opening of their new firm and showing of misses cocktail and afternoon Summer dresses, designed by Luis Estevez. By invitation. Contact: LO. 4-5820. Publicity: Mildred Kaldor, MU. 9-5420.	GRENELLE	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Feb. 10 1:00 P.M. Luncheon	SPRING MILLINERY DURING LUNCHEON Peg Fischer's Spring millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PEG FISCHER (509 MADISON AVE.)	HOTEL PLAZA PERSIAN ROOM
Thursday Feb. 10 2:30 P.M.	OPENING OF SUMMER COLLECTION Daily showings at 2:30 P.M. Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday Feb. 10 5:00 P.M.	COUTURE & BOUTIQUE COLLECTIONS FOR SUMMER Press preview of Jane Derby's Summer couture and boutique collections. By invitation. <u>Trade showings beginning Fri., Feb. 11 at 10:30 A.M.</u> Contact: Estelle Marr, PL. 5-1830. Publ.: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Friday Feb. 11 10:30 A.M.	PRESS SHOWING OF SUMMER COLLECTION Sylvan Rich will present the Martini Summer collection. <u>Trade showings beginning Thurs., Feb. 10 at 10:30 A.M.</u> By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday Feb. 11 1:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION William Fox will present his Summer collection to the press. By invitation only. <u>Trade showings beginning Wed., Feb. 9 at 1:00 P.M. daily.</u> Publicity: Mildred Kaldor, MU. 9-5420.	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Sunday Feb. 13- Feb. 17	SPRING & SUMMER FASHIONS FROM MIAMI Featured will be Miami fashions specifically for American sports cars. Publicity: Trudy Bach at Hirshon-Garfield, 745 Fifth Avenue, MU. 8-8900.	MEMBERS OF MIAMI FASHION COUNCIL	HOTEL NEW YORKER
Monday Feb. 14- Feb. 15 10:00 A.M.- 10:00 P.M.	SEVENTY-NINTH ANNUAL DOG SHOW "Gun Dogs in Action" and field demonstrations as Tuesday evening's special feature. Admission: \$2.00. Contact: Manning Public Relations, 33 W. 55th St., JU. 2-4633.	WESTMINSTER KENNEL CLUB	MADISON SQUARE GARDEN 8TH AVE. & 49TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 15 1:00 P.M. Luncheon	SPRING & SUMMER CUSTOM ORIGINALS	JONAI, INC. (408 PARK AVE.)	HOTEL AMBASSADOR BALLROOM
		Presentation by Jonai of custom originals and Spring and Summer ready-to-wear in Hotel Ambassador's series of monthly luncheon fashion shows. Press by invitation. Public by reservation; contact: Banquet Department, PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.	
Tuesday Feb. 15 5:00 P.M. 6:00 P.M. Cocktails	PREVIEW OF SUMMER SPORTSWEAR	HELEN DUNN (30 EAST 54TH ST.)	STORK CLUB 3 EAST 53RD STREET
		Helen Dunn will present her Summer collection of sportswear, including cashmeres and cottons. By invitation to press, buyers and buying offices. Contact: Margot Auerbacher, MU. 8-3262.	
Wednesday Feb. 16 12:30 P.M. Luncheon	SPRING COATS AND SUITS AT LUNCHEON	MONTE-SANO & PRUZAN	HOTEL PIERRE COTILLION ROOM
		Monte-Sano & Pruzan will present Spring coats and suits at luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE.8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	
Wednesday Feb. 16 12:30 P.M. Luncheon	SPRING & SUMMER FASHIONS DURING LUNCHEON	ANN COX, INC. (FARQUHARSON & WHEELOCK)	WALDORF-ASTORIA EMPIRE ROOM
		Ann Cox will present Spring and Summer fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Harry Collins, PL. 3-1436. Waldorf Fashion Dir: Madeleine Riordan, EL. 5-3000.	
Beginning Thursday Feb. 17 11:30 A.M.	OPENING OF SUMMER DRESS COLLECTION	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
		Countess Alexander will present the Summer collection of afternoon, cocktail, and evening fashions at 11:30 A.M. daily. Contact: CH. 4-5693.	
Thursday Feb. 17 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOWING	OHRBACH'S	HOTEL PLAZA PERSIAN ROOM
		Ohrbach's will present their Spring collection of Oval Room millinery. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.272. Ohrbach's Publicity: Mark Klauser, OX. 5-4000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	
Feb. 19- Feb. 26	SEVENTEENTH ANNUAL NATIONAL SEW AND SAVE WEEK.		
	Contact: National Needlecraft Bureau, 430 Park Avenue, PL. 1-3430.		
Saturday Feb. 19- Feb. 27	SPECIAL FASHIONS AT AUTO SPORTS SHOW	UNIVERSAL TRAVEL & AUTO SPORTS SHOW	MADISON SQ. GARDEN EXHIBITION HALL
	Daily fashion shows at 3:00 P.M. and 9:00 P.M. Admission: \$1.50. Publicity: Walter von Schonfeld, MU. 7-7252.		
Wednesday Feb. 23 12:30 P.M. Luncheon	SPRING CUSTOM-ORDER DURING LUNCHEON	MARTIER-RAYMOND (36 CENTRAL PARK SO.)	WALDORF-ASTORIA EMPIRE ROOM
	Martier-Raymond will present their Spring custom-order during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday Feb. 23 4:00 P.M.	PRESS PREVIEW: SPRING & SUMMER BRIDAL FASHIONS	SAKS FIFTH AVENUE	5TH FLOOR FUR SALON
	Bridal fashions, including Sophie "made-to-measure" bridal gowns. By invitation. Publ: Carolyn Haight, PL. 3-4000, Ext. 7064.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 25 12:00 Noon Luncheon	PREVIEW OF NEW SEWING MACHINE Introduction and demonstration of new Pfaff fully automatic sewing machine. By invitation only. Publicity: Rosalind Stevens, Roy Bernard Co., 14 E. 62nd St., TE. 8-2930.	PFAFF SEWING MACHINE (373 FIFTH AVENUE)	STORK CLUB 3 EAST 53RD STREET
Monday Feb. 28 9:15 A.M. Breakfast	SPECIAL PREVIEW FOR THE PRESS Russeks' preview of redesigned and redecorated main floor, featuring a new boutique with imported and domestic accessories, new millinery salon. By invitation. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	MAIN FLOOR
Tuesday March 1 9:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Oldric Royce will present a press preview of his custom-order collection. By invitation only. Publicity: Nona James, 20 W. 43rd St., CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Tuesday March 1 11:00 A.M.	PRESS PREVIEW: FASHIONS BY HOWARD GREER Jay Thorpe will present Spring and Summer fashions by Howard Greer. By invitation. (Customer showing at 2:30 P.M.) Publ: Jane Negbaur, JU. 6-1000.	JAY THORPE	4TH FLOOR

PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Wednesday March 2	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF,	PL. 3-7300
Thursday March 3	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: CAROLYN HAIGHT,	PL. 3-4000
Tuesday March 8	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. (Bendel Originals and French Imports)	PUBL: FRANCES ANDERSON, CI.	7-1100
Wednesday March 9	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL: RASPONI ASSOC.,	TE. 8-8171
Thursday March 10	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH,	PL. 5-2600
Friday March 11	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	CONT: SOPHIE SHONNARD,	EL. 5-6800

Wednesday March 2 9:00 P.M. Supper- Show	SPECIAL TRIBUTE TO MICHELE MURPHY "Inspiration Gala"--the fashion and home furnishings industries will pay tribute to Michele Murphy, late director of the Industrial Design Division of the Brooklyn Museum. Price: \$100.00 per couple. For benefit of the Industrial Design Division. Contact: Julia Raymond, UL. 7-8900.	THE BROOKLYN MUSEUM	EASTERN PARKWAY SCULPTURE COURT
Friday March 4 11:00 A.M.	PREVIEW: CUSTOM- ORDER COLLECTION Knize will present their custom-order collection for Spring and Summer. By invitation only. Publicity: Gladys Steiner, 341 Madison, MU. 9-1630.	KNIZE, INC.	24 EAST 56TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 7 11:30 A.M.	PRESS PREVIEW OF MURIEL KING FASHIONS Press showings of Muriel King Spring collection and By invitation only. Customer showing at 3:00 P.M.	STEIN & BLAINE, INC.	13 WEST 57TH STREET SALON Stein & Blaine furs. Contact: PL. 3-7700.
Tuesday March 8 10:00 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS Martin's will present junior and misses Spring coats, suits and dresses. By invitation only. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR
Tuesday March 8 12:30 P.M. Luncheon	PREVIEW: FALL SWEATERS FOR MEN AND WOMEN Jantzen will present predictions and projections of Fall 1955 separates and sweaters for men and women. By invitation only. Jantzen contact: Meryle Allen, OX. 7-0811. Publicity: Karin Johnson at Bostford, Constantine & Gardner, 261 Madison Ave., OX. 7-2797.	JANTZEN, INC.	HOTEL PIERRE ROOF
Wednesday March 9 9:30 A.M. Breakfast	PREVIEW OF ADVANCE SUMMER MILLINERY Reggi of Wilshire will present her "After Easter" millinery. By invitation only to press and buyers. Publicity: Maud G. Moody, LE. 2-5562.	REGGI OF WILSHIRE (65 WEST 39TH ST.)	1407 CLUB 1407 BROADWAY
Wednesday March 9 12:30 P.M. Luncheon	FASHIONS BY IRENE OF CALIFORNIA Gunther Jaeckel will present Spring fashions by Irene of California at luncheon. Press by invitation. Public by reservation; contact: Head- waiter, EL. 5-3000. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 9 12:30 P.M. Luncheon	SPRING "GREEN ROOM" FASHION SHOW Bloomingdale's ready-to-wear Spring fashion show will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Thursday March 10 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Bergdorf Goodman will present their imports at a special preview for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Friday March 11 10:00 A.M. 12:00 Noon	TWO SHOWINGS OF IMPORT FASHIONS The Fashion Group will present its semi-annual Import Fashion Show at 10:00 A.M. (breakfast) and 12:00 Noon (luncheon). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Monday March 14 10:00 A.M.	PRESS PREVIEW OF IMPORTS AND COPIES Gimbels will present a press showing of Spring imports and copies, and Boutique originals. By invitation only. (Showing will be repeated at Hotel Plaza, Monday, March 21, 1:00 P.M. luncheon). Customer showings: Mon., March 21 at 5:30 P.M.; Tues., March 22 & Wed., March 23 at 2:00 P.M.--on Gimbels 3rd floor. Publicity: Ellen Eskin, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR SPECIALTY CORNER